

FEB 7 3 24 PM 1966

REGISTRATION SECTION **UNITED STATES DEPARTMENT OF JUSTICE**  
**WASHINGTON, D. C.**

REGISTRATION No. 65

**SUPPLEMENTAL REGISTRATION STATEMENT**

*Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended*

For Six Months Period Ending **DEC 31 1965**  
(Insert date)

1. (a) Name of Registrant. **SWISS NATIONAL TOURIST OFFICE**

(b) All other names used by Registrant during the period. **Swiss Federal Railways**

(c) Address of principal office. **10 West 49th Street  
New York, N.Y. 10020**

(d) Name of person or persons in charge of principal office. **Hans Baertschi**

3. If Registrant is a nonbusiness membership organization, state— **none**

(a) Approximate number of members in the United States **none**

(b) Approximate number of members outside the United States **none**

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

*Name and address  
of official*

*Date connection began*

*Position, office, or nature  
of duties*

**none**

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

*Name and address  
of official*

*Date connection ended*

*Reason for ending  
connection*

**none**

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

Name and address of branch, unit,  
group, or organization

Nature of connection with  
Registrant

Name and address of person  
in charge

none

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

Name of branch, unit, group, or organization

Reason operations ceased

none

6. All persons who at any time during the period were foreign principals of Registrant.

Name and principal  
address

Is person still a foreign principal  
of Registrant?

If not, give date connection  
ended

Swiss Government: Department of Posts and Railroads  
Section : Swiss National Tourist Office  
Talacker 42  
Zuerich, Switzerland

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

Giving free information on travel and education, transportation and hotel accommodations & conditions; distributing travel literature and posters to travel agencies, tour organizers and individuals, teachers and school children who ask for it; furnishing of Swiss transportation tickets to travel agents; loaning lantern slides and films to lecturers and schools and clubs who apply for them; furnishing to newspapers and magazines articles and photographs on Switzerland's scenic attractions, its life and culture. Also placing advertisements in newspapers and magazines. Arranging for free transportation for writers, reporters or editors as set forth in detail in amendment.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

none

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Hans Baertschi 300 East 57th Street, New York, N.Y.	none	no
William W. Scherer 36 Linden Street, Rockville Centre, N.Y.	none	no
William Isler 251 East 32nd Street, New York, N.Y.	none	no
Bruno Baroni 123-60 83rd Avenue, Kew Gardens 15, N.Y.	none	no
Max P. Lehmann 43-70 Kissena Blvd., Flushing, N.Y.	none	no
Hans Spengler 330 East 49th Street, New York, N.Y.	none	no

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
we refer to separate sheet -		

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

	<i>Date funds received</i>	<i>Name of foreign principal from whom funds received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
<u>1965</u>	July	SNT0, Zuerich	current exp.	\$ 32.766.33
	August	do.	do.	25.344.96
	September	do.	do.	71.465.08
	October	do.	do.	4.219.53
	November	do.	do.	30.938.93
	December	do.	do.	22.472.34
				<u>\$ 187.207.17</u>

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows: <sup>4</sup>

<i>Date funds received</i>	<i>Name of person from whom received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
none			

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows: <sup>5</sup>

<i>Date payment was made</i>	<i>Name of person to whom payment was made<sup>1</sup></i>	<i>Purposes for which payment was made<sup>2</sup></i>	<i>Amount of payment<sup>3</sup></i>

we refer to separate sheet -

<sup>1</sup> Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

<sup>2</sup> Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

<sup>3</sup> Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

<sup>4</sup> Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

<sup>5</sup> Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

<i>Name of person by whom delivered</i>	<i>Number of speeches, lectures, and talks delivered</i>	<i>Number of radio broadcasts delivered</i>
Hans Baertschi		3 Radio-Interviews
B. Baroni		1 Radio-Interview
M. Lehmann		1 Radio-Interview
H. Spengler		1 Radio-Interview

(b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

(1) Press releases . . . . .X..	(8) Circulars . . . . .X..	(15) Lantern slides . . . . .X..
(2) News bulletins . . . . .X..	(9) Form letters . . . . .X..	(16) Still pictures . . . . .
(3) Newspapers . . . . .	(10) Reprints . . . . .X..	(17) Posters . . . . .X..
(4) Articles . . . . .X..	(11) Copies of speeches, lec- tures, talks, or radio broadcasts . . . . .	(18) Photographs . . . . .X..
(5) Books . . . . .	(12) Radio programs . . . . .X..	(19) Charts . . . . .
(6) Magazines . . . . .X..	(13) Radio scripts . . . . .X..	(20) Maps . . . . .X..
(7) Pamphlets . . . . .X..	(14) Moving pictures . . . . .X..	(21) Other publications . . . . .

(c) Preparation and distribution of publications referred to in answer to (b) above.

<i>Description of publication</i>	<i>By whom written, edited, or prepared</i>	<i>By whom printed, produced, or published</i>	<i>By whom distributed</i>
Type 1,2,4,6,7, & 13	Joseph Gould Assoc. Public Rel.Cons.	newspapers and magazines	our own office
Type 8,9,10,12,14 15,17,18,20	received from our head-office in Switzerland		our own office

(d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

(1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

yes

(2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

yes

(3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

no - according to our records this procedure was discontinued in 1949 as found no longer necessary.

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,  
or agency thereof*

*Nature of changes during period in Registrant's  
connections therewith*

none

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or  
combination*

*Nature of changes during period in  
Registrant's ownership or other  
pecuniary interest*

*Nature of changes during period in any  
direction or control exercised  
by Registrant*

none

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,  
or individual*

*Nature of changes during period in ownership,  
supervision, direction, or control*

none

- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or  
financial assistance received*

*Nature and amount of subsidy or  
financial assistance*

none

14. File the following exhibits with this statement:

*Short Form Registration Statement* - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

*Exhibit B.*—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

*Exhibit C.*—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

*Exhibit D.*—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

*Exhibit E.*—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

SWISS NATIONAL TOURIST OFFICE

*Hans Baertschi*

(Signature)

Hans Baertschi

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

(Signature)

Subscribed and sworn to before me at New York, N.Y.

this 31st day of January, 1966

*Hany Markop*

(Signature of notary or other officer)

My commission expires \_\_\_\_\_, 19\_\_\_\_

Notary Public  
State of New York  
Commission Expires  
January 31, 1966



amendment to  
item 7

free transportation inside Switzerland provided for:

Mr. Albert Hughes, c/o Christian Science Monitor 1 Norway Street, Boston, Mass. 02115	\$ 17.40
Mr. & Mrs. L. Coveney, President American Alpine Club South Royalton, Vt.	\$ 34.80
Mr. & Mrs. R. Bates, American Alpine Club 153 High Street, Exeter, N.H.	\$ 34.80
Miss Maggie Grant, c/o Toronto Globe & Mail 140 King Street W., Toronto 1, Ont.	\$ 17.40
Dr. Peter Lindt, Radio-Commentator WEVD, New York, N.Y.	\$ 15.80
Mr. N. Dyhrenfirth, Lecturer 514 Latimer Road, Santa Monica, Calif.	\$ 20.10
Mr. Irving Felsher, Journalist 518 East 51st Street, New York, N.Y. 10022	\$ 14.30
Mr. Wm. Levinson, c/o N.Y. Journal American 220 South Street, New York, N.Y. 10015	\$ 12.70
Messrs. Chet Forti c/o American Broadcasting Co. D. Wilson 7 West 66th Street J. McKay New York, N.Y.	\$ 27.90
Mr. R.H. Schlesinger, Correspondent NZZ 118 West 57th Street, New York, N.Y.	\$ 19.55
Mr. I.J. Breslauer, c/o General Features Corp. 250 Park Avenue, New York, N.Y.	\$ 27.20
Mr. G. Bush, c/o Better Homes and Gardens 750 Third Avenue, N.Y.	\$ 28.95
Mr. E. Kehr, c/o New York Herald Tribune 230 West 41st Street, New York, N.Y. 10036	\$ 14.90
Miss P. Blackstone, Program-Coordinator "Monitor" Program NBC Network, New York, N.Y.	\$ 9.85
Mr. & Mrs. B. Schneider, c/o Rockefeller Center Inc. 50 Rockefeller Plaza, New York, N.Y. 10020	\$ 69.30
Miss E. Ney, c/o Westchester Publ. Room 508, 8 Church Street, White Plains, N.Y.	\$ 13.50
Dr. & Mrs. E. Mann, Journalist 340 West 86th Street, New York, N.Y.	\$ 30.70

item 9 (b)

All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<u>Name and address of employee or other individual</u>	<u>Nature of service or assistance rendered</u>	<u>has connection with Reg. ended</u>
Baemlinger Alfred	manager inform. desk	no
Barnegger Margaret	secretary	yes
Binada Graziella	ticket clerk	no
Cunningham Evelyn	telephone operator	no
Diegues Alfonso	shipping clerk	no
Doerler Margaret	secretary	no
Frei Berti	secretary	no
Fueglister Paul	manager ticket dept.	no
Gaz Meta	secretary	no
Gelf Kurt	secretary	no
Gutzwiller Rene	accountant	no
Huerlimann Joseph	ticket clerk	no
Iff Annemarie	head shipping clerk	no
Izenschmid Walter	information clerk	yes
Madinabeitia Jose	ticket clerk	yes
Muriot Ursula	ticket clerk	no
Peter Ruth	information clerk	no
Baetz Yvette	secretary	no
Saviola Victor	secretary	no
Seitz Richard	ticket clerk	no
Stecher Edgar	shipping clerk	no
Vandervoort Mary	ticket clerk	no
Vouga Annette	telephone operator	yes
	secretary	no

item 10 (c)

all expenditures made during the period directly or indirectly for or in the interest of each principal named under item 6, itemized as follows:

<u>Date payment was made</u>	<u>Name of person to whom payment was made</u>	<u>Purpose for which payment was made</u>	<u>amount of payment</u>
July 1 to December 31, 1965	Hans Baertschi	Salary	\$ 4,650.20
	Wm.W. Scherer		3,565.18
	Bruno Baroni		4,181.53
	Wm. Isler		3,468.88
	Alfred Baenninger		3,390.28
	Max Lehmann		3,593.44
	Paul Fueglistner		3,489.--
	Rene Gutzwiller		3,518.78
	Hans Spengler		3,140.99
	Kurt Graf		3,215.75
	Edgar Stecher		3,184.39
	Victor Saviola		2,982.43
	Joseph Huerlimann		2,564.17
	M. Bernegger		680.--
	G. Caminada		2,025.--
	E. Cunningham		2,295.--
	A. Dieguez		2,025.--
	J. Madinabeitia		2,430.--
	R. Peter		2,430.--
	M. Ganz		2,295.--
	R. Seitz		2,430.--
	A. Vouga		2,565.--
	W. Isenschmid		400.--
	U. Murlot		2,160.--
	B. Frei		2,230.20
	M. Doerler		1,980.--
	M. Vandervoort		192.--
	A. Iff		1,040.--
	Y. Kaetz		1,616.--
			<u>\$ 73,738.22</u>
		Rent, Insurance etc., cleaning, heating	\$ 19,127.40
		Office supplies, etc.	\$ 6,285.82
	Advertising	\$ 9,910.76	
	Publicity: a) window displays	\$ 3,599.80	
	b) moving pictures	1,476.65	
	c) Printing costs of folders, leaflets, inserts, manuals	<u>810.71</u>	
	Publ.Rel.: a) Articles by our PR-Consultant	\$ 3,250.10	
	b) Press Releases & Radio Scripts	\$ 8,174.93	
	c) Receptions for Travel Agents, Club activities	<u>\$ 4,463.55</u>	
		\$ 15,888.58	
	Traveling duties of staff	\$ 2,308.69	
	Mailing, custom duties & brokerage fees	\$ 7,915.02	
		<u>\$ 141,061.65</u>	
		=====	
	Agency San Francisco	\$ 20,000.--	
		=====	

over.....

Expenditures in connection with the new "Swiss Center"  
such as rent, demolition costs, architects fees etc. \$ 69.196.97  
=====

our advertising agency: Sudler & Hennessey Inc.  
130 East 59th Street  
New York, N.Y. 10022

our PR-Consultant : Joseph Gould Assoc.  
590 Fifth Avenue  
New York, N.Y. 10036